

**Wyoming Office Of Tourism  
FY 2015 Winter Media Plan Summary**

			October				November				December				January-15				February				March						
Fiscal Year 2015 Winter Media	Cost	Impressions	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22	12/29	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23	
											Thanksgiving			Christmas/NY				MLK				President's Day							
Publishers																													
Travel																													
Adara	\$26,400	3,837,209																											
InsideOut Network	\$27,500	3,455,714																											
SmarterTravel / Airfarewatchdog/ bookingbuddy.com	\$38,840	3,305,000																											
Local News Media Network																													
Local Network	\$47,960	7,430,940	October 1, 2014 - March 8, 2015																										
Pandora																													
Los Angeles	\$49,261	7,197,298						Nov 1 - Dec 15, 2014																					
New York	\$58,814	8,592,964						Nov 1 - Dec 15, 2014																					
Washington D. C.	\$18,452	2,696,063						Nov 1 - Dec 15, 2014																					
Snow Sports																													
Open Snow	\$21,000	1,111,913	October 1, 2014 - March 8, 2015																										
OntheSnow	\$22,900	1,410,430	October 1, 2014 - March 8, 2015																										
Weather																													
Weatherbug	\$43,900	3,815,173	October 1, 2014 - March 8, 2015																										
Mobile																													
Apps snack	\$22,900	1,924,390	October 1, 2014 - March 8, 2015																										
Vdopia	\$21,000	1,726,042	October 1, 2014 - March 8, 2015																										
Native																													
Bidtellect	\$40,000	Est imp 53,000,000	October 1, 2014 - March 8, 2015																										
Social																													
Facebook/Other	\$55,000	Est imp 150,000,000	October 1, 2014 - March 8, 2015																										
Total Media	\$493,927	249,503,136																											
Serving	\$30,832																												
Total Media and Serving	\$524,759																												